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# The Villa Park Evergreen Company

520 South Princeton Avenue

Villa Park, Illinois

## Fall 1935

To Our Friends and Customers:

Another planting season is here; Fall. It is now an accepted fact that Fall is at least as favorable a planting time as Spring. Fall lingers gently, giving enough time for planting. The ground is warm and if there are sufficient rains, planting conditions are indeed ideal.

This is our Fall Bulletin. After reading it you will have to admit that we again offer some of the most remarkable values. Unusual and rare evergreens are obtainable at a great saving to you. Prices for nursery stock have already gone up and will be still higher.

Planting evergreens is a good investment. It not only increases the value of your home, but it pays at the same time a continuous dividend in the joy of watching them grow up with you.

The last few seasons we were unable to fill all the orders we received and would therefore advise you to send orders early.

With best wishes for the Fall planting season, we are

Very truly yours

The Villa Park Evergreen Company.

# Our Friendship Offer

Special Offer No. 3.

- 1 SAVIN JUNIPER
- 1 BLACKHILLS SPRUCE
- 1 AMERICAN ARBOR VITAE
- 1 SCOTCH PINE

6 years old  
2 x transplanted  
1-1½ ft. high

All four only

\$1.00

Postpaid.



Do not miss this offer.



If you have  
never bought any  
evergreens from us,  
be sure to send for  
this collection.



Savin Juniper



American Arborvitae



Black Hills Spruce



Scotch Pine



# Our Colorado Blue Spruce Offer

Special Offer No. 4.



Colorado Blue Spruce

The Colorado Blue Spruce is really the aristocrat of the evergreens. Its shiny blue color is a sight worthy to behold. Wherever planted the Colorado Blue Spruce will always be a mark of distinction. Its growth is upright and conical, rigid, stern and unyielding. It will do well in any situation.

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3 Colorado Blue Spruce. Fine bushy trees 7 years old; 2 times transplanted. Average height 1 foot 3 for only \$1.00. Postpaid.

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## The Color of the Colorado Blue Spruce.

The color of the Colorado Blue Spruce is similar to the bloom or sheen on a grape or plum. It is a powdery substance that can be wiped off the needles. This accounts for the trees losing color after a hard winter of snow and ice. The new growth again shows the blue color. The trees we offer are grown from especially selected Blue Spruces. It must be remembered that only a certain percentage will grow into "Blue Shiners", because of this we cannot guarantee the ultimate color. In young trees the blue color is less distinct, but should get more pronounced as they grow older. We mention these facts so that our customers will not be disappointed upon delivery of the trees.

# Our Rockgarden Trio

Special Offer No. 5.

Rockgardens are becoming more popular every year. Evergreens have a distinct place here. However, selection must be very carefully made. There are quite a number of evergreens suitable for the rockgarden, but naturally only the dwarf varieties should be used.

We have made up a collection of evergreens especially suitable for this purpose, each one a beauty. If you have a rockgarden do not fail to order this collection.

1 Mugho Pine

1 Spiny Greek Juniper

1 Spreading English Yew

6 years old  
2 x transplanted  
Average height or spread 1 foot.

All 3 only

\$1.00

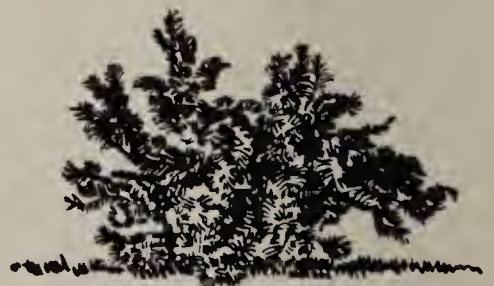
Postpaid.



Mugho Pine



Spiny Greek Juniper



English Spreading Yew



# Welcome Tree Offer

Special Offer No. 6.

No better welcome sign could be placed on the entrance of your home than the 2 beautiful Spruce trees shown in the illustration below. At Christmas time a string of electric lights may be put on the trees and a most pleasing effect be produced.



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2 Beautiful  
Welcome Spruces

2 feet high  
2 x transplanted  
6 years old

only

\$1.00 Postpaid



Patent Metal Flower Pot.

We can also supply 2  
Patent 10 inch Metal Flower  
Pots, complete with saucer.  
These pots are constructed  
on a new scientific water-  
ing principle.

2 for \$1.25 Postpaid.  
5.

# Window Box Evergreens

## Special Offer No. 7.

Late in Fall and during Winter, window boxes are usually barren and unsightly. An artistic, though inexpensive planting of evergreens will transform them into objects of beauty.

As a rule too few and too large evergreens are planted in window boxes. Six evergreens, 1-1½ feet high will be right for the ordinary window box.

We offer some special fine Spruces, especially selected for window box planting. If you have a window box be sure to order some of these Spruces. At Christmas time put a string of electric lights on the trees and a most unusual effect will be obtained.

3 Window Box Spruces  
1-1½ feet high  
2 x transplanted  
6 years old

} Only  
\$1.00  
Postpaid.





# Our Yew Collection

Special Offer No. 8.

In order to have our Customers get acquainted with the fine qualities of the Yews, we offer two of the finest species of the Yew family. Only recently have the Yews received the appreciation they so rightly deserve. Their beautiful all year around dark green color combined with their hardiness and ability to grow even in the darkest shade, will make them much more popular once these facts are more widely known. In every evergreen planting there should be a few Yews included.

1 Japanese Upright Yew

1 Japanese Spreading Yew

Average height or spread - 1 - 1-1/4 ft.

These two fine Yews only \$1.00 Postpaid.



Japanese Yew



Spreading Japanese Yew

# Our Fir Trio

Special Offer No. 9.

The Firs are among the handsomest evergreens. Their symmetry of form and varicolored foliage make them very desirable. The three species which we offer are very hardy and have proven their drought resistant properties during the past few hot summers.

We urge our customers to take advantage of this offer as such an opportunity will probably never again present itself.

1 White or Concolor Fir  
1 Douglas Fir  
1 Nicco Fir

6 years old  
2 x transplanted  
1-1½ ft. high

All 3 only \$1.00 Postpaid.



*Pseudotsuga douglassi*  
(Douglas Fir)



*Abies homolepis*  
(Nikko Fir)



*Abies concolor*  
(White Fir)

# Andorra Juniper

Special Offer No. 10.

The Andorra Juniper is one of the newer Junipers and the finest addition to the low growing species of evergreens. The Spring and Summer color is of a rich, bright green. In late Fall and Winter a beautiful purple hue spreads over this Juniper, producing a most unusual effect. The Andorra Juniper is very hardy and not particular as to soil. It grows about 18 inches high. This makes it an ideal ground cover.



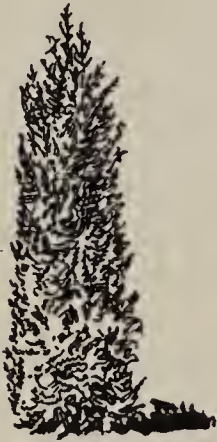
3 Andorra Juniper  
Twice transplanted  
1-1-1/4 ft. spread  
Only \$1.00 Postpaid



# Selected Larger Specimen

We have had many inquiries as to larger sized evergreens. In order to meet this demand we offer the following especially selected specimen stock at our usually reasonable prices. These trees will be shipped with roots wrapped in wet moss. This mode of shipment is not only safe but also lowers the cost of shipment considerably.

## Swedish Juniper



**Swedish Juniper**

One of the hardiest columnar Junipers. Foliage is of bluish-green color, close growing prickly needles and numerous upright stems. Grows 6 - 8 feet high. A very pleasing and desirable evergreen.

1 Swedish Juniper  
Selected Specimen, 2 ft. high  
Only \$1.00 Postpaid.

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## Retinospora Decussata.



**Retinospora Decussata**

The Retinosporas (Chamaecyparis) comprise a highly ornamental evergreen family. Foliage is almost fern like, curving slightly at the tip. Retinospora Decussata is one of the hardiest in this family. A compact slow grower with bright silvery green foliage. A very unusual tree.

1 Retinospora Decussata  
Selected Specimen, 2 ft. high  
Only \$1.00 Postpaid.

## Hicks Yew



**Hicks Yew**

This is one of the newer evergreens. It is somewhat a cross between the Japanese and English Yew. The same columnar form as the Irish Yew but more hardy. Very rare at present and in time will become very popular. Be sure to include this valuable evergreen in your planting.

1 Hicks Yew

Selected Specimen, 2 ft. high  
Only \$1.50 Postpaid

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**White Pine**

One of the hardiest and most beautiful evergreens. Will grow under almost any condition. Five needles and long cones distinguish the White Pine. The trees we offer here are real beauties, compact pyramids.

1 White Pine

Selected Sheared Specimen, 2 ft. high. Only \$1.00 Postpaid.

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## Black Hills Spruce



**Black Hills Spruce**

The Black Hills Spruce is considered the hardiest of the Spruces. Its growth is rather slow but very compact and bushy. It is very drought resistant, withstands even the coldest winters. The ideal Living Christmas Tree.

1 Black Hills Spruce

Selected Specimen, 2 ft. high  
Only \$1.00 Postpaid.



# Rockgarden Plants

The Rockgarden plants which we offer have been especially selected for Fall planting. Most of them are rare, but all have proven their hardiness.

## Dwarf Iris for the Rockgarden.

They are becoming very popular for Rockgarden planting. Be sure to order some.

<u>Coerulea</u>	- Light Blue	Each:	25¢
<u>Aurea</u>	- Yellow		15¢
<u>Cyanea</u>	- Purple		15¢
<u>The Bride</u>	- White		15¢

All four 60¢ Postpaid.

## Cerastium Tomentosum - (Snow in Summer)

Silvery white foliage, small white flowers during May and June. A low growing spreading plant.

Each: 15¢

## Dicentra Eximia (Plumy Bleeding Heart)

A dwarf growing sort of the old favorite. Lovely fernlike leaves, pretty pink flowers from Spring until late in Fall.

Each: 25¢

## Helianthemum (Sun or Rock Rose)

One of the best of all Rockgarden plants. Evergreen leaves, brilliant shades of flowers all summer.

<u>Clara Middleton</u>	- Single rich orange
<u>Fireball</u>	- Bright scarlet double flowers
<u>Mutabilis</u>	- Hybrid of rose white and yellow.
Each: 25¢	

## Mertensia Virginica (Virginia Blue Bells)

Flowers porcelain blue, turning pink with age. Grows pretty in the corner of the Rockgarden. Blooms in April and May.

Each: 20¢

## Nepeta Mussini (Ground Mint)

A very good Rockgarden plant. Brings forth masses of lavender blue flowers in Spring and early Summer. A splendid ground cover and does well in any soil and position.

Each: 15¢



Phlox - Subulata (Creeping Phlox)

No Rockgarden is complete without these flowers of Spring. Pretty mosslike evergreen foliage, hidden under masses of bloom in April and May.

Alba - Pure white, a neat compact plant. Each: 20¢  
Rosea - Rose pink. A profuse bloomer. " 20¢  
Vivid - Bright pink with red eye. Scarce. " 30¢

Phlox Divaricata Canadensis

One of the native species, blooms in April and May. Large lavender flowers. Fine with tulips.  
Each: 15¢

Tunica Saxifraga (Coatflower)

A pretty plant with grasslike foliage, producing pink flowers on wiry stems during the entire Summer. Each: 15¢

Saxifraga Rosea Flore Pleno

This is a lovely double variety of the above, brings forth rose pink flowers all Spring and Summer. This makes it the most suitable plant for the rockery. Very scarce at present. Each: 40¢

Scotch Heather (Calluna Vulgaris).

Here is a gem for the Rockgarden, a rare beauty. The pretty bell shaped flowers of a rose pink color occur in great profusion toward top of the shoots from early Summer until late in Fall. Likes shade and semi-shade. Should be planted in every Rockgarden as a mark of distinction.

Each: 35¢  
Good sized plants.

Veronica (Speedwell)

Rupestris - Fine rockery plant 3-4 inches. Thickly matted deep green foliage, hidden in early June under a cloud of bright blue flowers. Each: 20¢

Viola Cornuta

This is a very good plant for the Rockgarden. Will bloom from May until October if sheared several times during the season so that the flowers do not go to seed. Mixed colors. Each: 20¢

# General Price List

## Junipers:

Irish Juniper	xx	1-1-1/4	ft.	@	\$0.40
Savin Juniper	xx	1-1-1/4	ft.	@	.40
Andorra Juniper	xx	1-1-1/4	ft.	@	.40
Spiny Greek Juniper	xx	1	ft.	@	.40

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## Spruce

Colorado Blue Spruce	xx	1	ft.	@	.45
White Spruce	xx	1-1-1/4	ft.	@	.40
Polar Spruce	xx	1-1-1/2	ft.	@	.40
Black Hills Spruce	xx	1-1-1/2	ft.	@	.45

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## Pine

Mugho Pine	xx	1	ft.	@	.40
Austrian Pine	xx	1-1-1/2	ft.	@	.40
Scotch Pine	xx	1-2	ft.	@	.45

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## Yews

Jap. Upright Yew	xx	1-1-1/4	ft.	@	.60
Jap. Spreading Yew	xx	1	ft.	@	.55
Hicks Yew	xx	1	ft.	@	.55

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## Firs

Douglas Fir	xx	1-1-1/2	ft.	@	.45
White or Concolor Fir	xx	1-1-1/2	ft.	@	.50
Nikko Fir	xx	1-1-1/4	ft.	@	.45

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Each x means times transplanted.

# Planting Directions

The fine rootlets of the young trees are very delicate and may be seriously injured even by a few minutes exposure to the sun or drying winds. It is therefore best to keep the trees in an ordinary pail with enough muddy water to cover the roots. Trees should not be kept lying on the ground while the hole is being dug.

The hole should be made large enough to receive the roots without cramping them. The roots are inserted in the hole, spread out and loose soil tamped with the hands. The tree should be set upright and planted to the same depth at which it grew in the nursery. This depth is indicated by a ring of light bark around the tree at ground level.

A test of proper planting is to give each tree a slight tug after setting. If the tree pulls up, it is not properly set. Failure to set the tree firmly and at the right depth usually results in stunting or death.

After the tree is planted it should be watered and judicious watering should be done at least once each week, especially during the first year. Before the ground freezes solidly, an especially good watering should be given. This freezes the roots wet and prevents the drying out of the foliage. Even during the winter, if there is no snow on the ground, an occasional watering should be given. If the Spring is dry, watering should be kept up.

After the ground is frozen, newly planted evergreens should receive a heavy mulch of either dead leaves or straw, 8-10 inches deep. A mulch of this kind holds the frost in check and prevents heaving out, due to alternating freezing and thawing. Weight the mulch down with dirt or boards to prevent the wind from blowing it off during winter.

Fall planting will be successful if these few simple directions are followed and the evergreens will have a good start next Spring, ready for new growth and ready to give all the beauty inherent in them.



# To Our Friends Old and New

The Fall planting season starts early in September and lasts until the ground freezes solidly.

Our trees are packed in damp moss and wrapped in waterproof paper.

Shipment will be made at the proper time for planting.

If any stock proves untrue to name, it will either be exchanged or purchase price will be returned, but in no case will we be responsible for any sum greater than the original purchase price.

We guarantee our trees to be free from disease and in the best growing condition, but we do not give any guarantee as to the growth of the stock.

No order accepted under One Dollar and please do not send stamps.

It is understood and agreed between the customer and ourselves that the purchaser's order and our acknowledgment of its receipt, shall constitute a mutual acceptance of all terms and conditions mentioned in this bulletin.

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You will do your neighbor a favor by showing him this bulletin.